



Results of YouGov/Greenpeace experiment polling

Fieldwork dates: 6-7th May 2026

Sample size: 2057 UK adults

Summary results of a conjoint experiment which explored the popularity of various policies the Labour Party could propose. Respondents were shown a table of eight policies (out of eighteen), split into two groups of four, 'Proposal A' and 'Proposal B'. They were asked 'Which of the following set of policies, if either, would you rather see the Labour Party propose?', and given the options of 'Proposal A', 'Proposal B' or 'Neither'. This was then repeated a further two times, so respondents saw twenty four messages overall (including repeats). Each message was seen approximately 2,400

Figures reported are the probability that the set of proposals were chosen, when presented. Given the experimental designs, they should be treated as probabilities rather than population point estimates.

Note: These figures are experimental test results, and are **not** intended for publication along any lines suggesting they are representative figures in terms of general agreement/support.

YouGov / Greenpeace Conjoint Results

Sample Size: 2057 GB adults

Fieldwork: 6th - 7th May 2026

	Probability chosen	Westminster VI					Vote in 2024 GE					Labour Defectors (2024-2026)
		Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	
Unweighted Sample	2057	262	289	226	378	273	292	571	179	258	128	342
Approximate times each message was seen	2352-2436	282-319	318-360	251-285	427-461	301-333	319-364	650-688	195-221	278-320	135-160	381-417
Policies (Greenpeace policies in bold)												
Introducing a wealth tax of 2% on those with assets of over £10 million	0 41	0 33	0 57	0 42	0 29	0 59	0 30	0 51	0 51	0 30	0 49	0 48
Renationalising water companies	0 40	0 34	0 52	0 42	0 34	0 50	0 30	0 49	0 46	0 34	0 51	0 47
Investing in renewable power sources (e.g. wind / solar)	0 40	0 32	0 53	0 46	0 21	0 59	0 28	0 49	0 49	0 25	0 56	0 48
Implementing higher taxes on oil and gas company profits	0 40	0 37	0 52	0 44	0 26	0 49	0 33	0 49	0 47	0 30	0 47	0 47
Funding more police officers	0 38	0 41	0 45	0 45	0 32	0 34	0 38	0 43	0 36	0 36	0 30	0 41
Reducing the bus fare cap to £2	0 38	0 36	0 47	0 39	0 29	0 42	0 32	0 43	0 37	0 26	0 48	0 41
Expanding free school meal eligibility	0 38	0 32	0 49	0 41	0 28	0 44	0 30	0 46	0 41	0 28	0 38	0 43
Funding new nursing school positions	0 37	0 37	0 47	0 41	0 31	0 42	0 32	0 46	0 40	0 33	0 44	0 43
Increasing defence spending to 5% of GDP	0 37	0 42	0 40	0 36	0 43	0 28	0 41	0 37	0 34	0 42	0 36	0 34
Freezing VAT on petrol	0 37	0 40	0 38	0 39	0 34	0 35	0 36	0 39	0 44	0 33	0 25	0 38
Creating tougher regulations on nature-harming pesticides	0 36	0 32	0 42	0 41	0 25	0 48	0 31	0 39	0 43	0 25	0 49	0 39
Charging people for missed doctor's / hospital appointments	0 35	0 45	0 38	0 40	0 31	0 35	0 36	0 34	0 42	0 36	0 32	0 33
Cracking down on over-fishing, or excessive fishing of particular species	0 35	0 33	0 43	0 38	0 26	0 41	0 28	0 40	0 44	0 28	0 39	0 39
Expanding the government's efforts to help people insulate their homes	0 35	0 29	0 40	0 44	0 24	0 43	0 27	0 41	0 47	0 27	0 43	0 42
Introducing a 1-year freeze on private rent	0 35	0 29	0 45	0 40	0 26	0 42	0 30	0 39	0 37	0 24	0 44	0 36
Reducing the number of foreign worker visas given out each year	0 34	0 42	0 34	0 35	0 38	0 27	0 41	0 29	0 38	0 37	0 30	0 28
Winding down production of fossil fuels	0 31	0 22	0 41	0 33	0 17	0 49	0 20	0 40	0 33	0 15	0 48	0 39
Providing more safe routes for asylum seekers	0 22	0 11	0 34	0 31	0 08	0 41	0 11	0 32	0 31	0 07	0 32	0 29

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

YouGov / Greenpeace Conjoint Results

Sample Size: 2057 GB adults

Fieldwork: 6th - 7th May 2026

	Probability chosen	Labour Defectors to the left / nationalists (2024-2026)
Unweighted Sample	2057	185
Approximate times each message was seen	2352-2436	199-236
Policies (Greenpeace policies in bold)		
Introducing a wealth tax of 2% on those with assets of over £10 million	0 41	0 56
Renationalising water companies	0 40	0 52
Investing in renewable power sources (e.g. wind / solar)	0 40	0 60
Implementing higher taxes on oil and gas company profits	0 40	0 55
Funding more police officers	0 38	0 44
Reducing the bus fare cap to £2	0 38	0 41
Expanding free school meal eligibility	0 38	0 45
Funding new nursing school positions	0 37	0 47
Increasing defence spending to 5% of GDP	0 37	0 31
Freezing VAT on petrol	0 37	0 38
Creating tougher regulations on nature-harming pesticides	0 36	0 43
Charging people for missed doctor's / hospital appointments	0 35	0 43
Cracking down on over-fishing, or excessive fishing of particular species	0 35	0 40
Expanding the government's efforts to help people insulate their homes	0 35	0 44
Introducing a 1-year freeze on private rent	0 35	0 42
Reducing the number of foreign worker visas given out each year	0 34	0 24
Winding down production of fossil fuels	0 31	0 45
Providing more safe routes for asylum seekers	0 22	0 40

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*